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FIG. 19

(B) Naver search : flower delivery Microsoft Internet Explorer	rnet Explorer	
	な Q	
• 🕙 http://search.naver.com/search.na	8 http://search.naver.com/search.naver?where=nexearch&j=0&query=%B2%C9%B9%E8%B4%DE	↑
category		
shopping > gift, flower > flower delivery		
business > company > flower delivery		
shopping > gift, flower > overseas flower delivery		Flower
Plus registration 240	See more categories	শ্ব
Plus registration		Live music
shopping > gift, flower > flower delivery		
	Toha flower (man) - mist flower deliteran	
Echoflowers Service	ocuo nower jinapj - quick nower ucavery info. On goods / beaudful flower design Service / good service	
£ 080-999-001	Seoul. kangnam gu	
	J,s flower - f.d. for birthday Service / free wine when buying 100 flowers	
Ø 080-205-5454	Seoul. ~	
D's	D,s flower - 24 hour service Recommended goods / flower basket	
flower	Service / credit card can be taken	
£ 080-566-2525	Seoul.∼	
business > company > flower delivery		
T's f.d.	T,s flower - have all kind of flower Company introduction / f.d service all over seoul Good / flower basket	
£ 080-456-5004	Seoul ~	V
@		

FIG. 3

shop Keyword banner Question guide Sponsor link	V >
Keyword shop Keyword shop Keyword banner Naver > ad.info > keyword > ad. search result Front banner Similar Adult goods Adult goods Adult goods Searchbuy Steel Adult goods Adult goods Searchbuy Searchbuy Steel Adult goods Adult adult goods masturbation sex goods Steel Adult adult goods masturbation sex goods Steel Adult goods masturbation sex goods Keyword Adult adult goods masturbation sex goods	anner v
hop Keyword banner Question guide Sponsor link	anner
Keyword banner Question guide Sponsor link Keyword banner Keyword Search/select as ad. applicant Material Mayer > ad.info > keyword > ad. search result input input Adult goods Adult goods Search/buy Similar adult adult goods masturbation sex goods Adult goods	anner , pay ,
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Naver > ad.info > keyword > ad. search result input	
Similar Similar Similar Adult goods Adult goods adult adult goods masturbation sex goods Character adult goods masturbation sex goods Adult adult goods masturbation sex goods Character adult goods masturbation sex goods Adult adult goods masturbation sex goods Adult adult goods masturbation sex goods	
Similar Similar Adult goods masturbation sex goods Eyword What's premium keyword?	
<u></u>	
O• .	
Sponsor link is displayed with	
common Specific and Common South Specific and Common Specific and	dot -
: Ad. FAO/Ask Docation Reyword Buying state Contract period Monthly Selling price Increase Single question (single question)	ng price Multiple questions ition)
1 9 Adult goods bidding © now bidding 02-09-19 ~ 02-12-18	3,300(standard price)
Premium keyword 2 Q Adult goods finished 02-11-29 ~ 02-12-18 \$ 2,860	\$3,432
: Keyword bidding hoard	\$3,168
0	\$2,904
. Manage Laurency 2	\$ 2,640

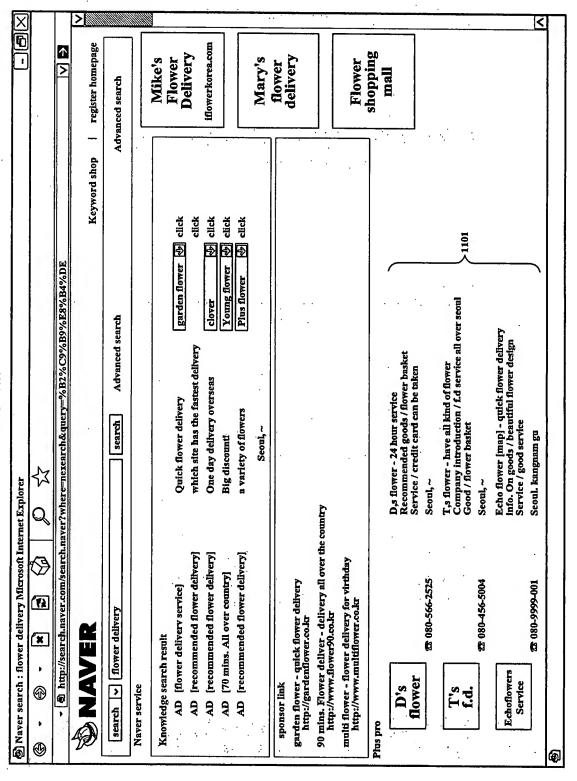
FIG. 4

\boxtimes			>										_					<	
		☆			: ,		nit).	ces are		· .									
				Directory banner			-Beginning bidding price follow cost system of common keywordTo prevent a plurality of bidding prices with the same price, bidding prices in the unit of Won (in korean monetary unit)last 3 digits in the bidding price cannot be '000'. Ex) 123,000(X) 123,456(O)	 A provider proposing the highest bidding price is determined as a successful bidder. If a plurality of same bidding prices are present, it is determined based on a first-come first-cerved system. -bidding price is for monthly contract, and VAT is not included. 	Current time: 2002-12-12 19:21:43		37,897#	\$3,300	•						
				Sponsor link			es in the unit off'	sful bidder. If a p	Current time: 2	Keyword info.	Ð	price			•			تات	
				ods			vord. :e, bidding price	ned as a success ystem. ded.			#of view last month	Beginning bidding price				page (D	Display ad.	Info. On premium keyword (6) Info. On keyword bidding (6)	
				guide			non keyv ame pric	determin served sy not inclu	τ.		• #	Beg		_	et (monthly)	previous page	pay	premiu n keywon	
				Question guide		> bidding	-Beginning bidding price follow cost system of common keyword. To prevent a plurality of bidding prices with the same price, bi-last 3 digits in the bidding price cannot be '000'. Ex) 123,000(X) 123,456(O)	 A provider proposing the highest bldding price is determined as present, it is determined based on a first-come first-served system- -bidding price is for monthly contract, and VAT is not included. 	Ad. Goods : question guide No.1		KS20021212036	2002-12-13 20:00:00	00 hour 38 min.	1 person	90 \$	tender 💿 🏻 p	Input ad. P	Info. On	
icrosoft Internet Explorer	公 Q			banner		Naver > ad.info > keyword shop > bidding Before bidding	-Beginning bidding price follow cost system of co -To prevent a plurality of bidding prices with th -last 3 digits in the bidding price cannot be '000', Ex) 123,000(X) 123,456(O)	the highest bi ed based on a onthly contra	d. Goods : que	Bid ding info.	KS200	2002-12-	00 рол	1 1 1	: ig price :	J	cessful bid	Need help about premium keyword? Need help about process of bidding?	
osoft Inter	3			Keyword banner		ad.info > bidding	Beginning bidding price fol To prevent a plurality of bit ast 3 digits in the bidding p Ex) 123,000(X) 123,456(O)	proposing s determinate is for m	: adult A	Bid	Ig #1	peq	remaining	person	e-mail biddir	s of bidding	bid Su	bout premi	
	1 1		-4			Naver > ad.info	Beginning To prevent last 3 digits Ex) 123,0	A provider present, it le bidding pri	Keyword:		bidding #1	finished	Time ren	# or be		Process of bidding		Need help a	
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search : fl	•		N N	Keyword shop	77/10	word ad.	Keyword banner Question guide Sponsor link Directory banner	: Cont system	Onestion guide	or link	: Criterion of registering ad.	1.	Z/Ask	Onestion guide	Premium keyword Keyword bidding	Mail for asking ad.	: Manage keyword ad.		
🕙 Naver search : flower delivery M	•	Naver(N)	Ø	4		: Ask keyword ad.	Keyword ban Question gui Sponsor link Directory ba	: Cont system	Question	Sponsor link	: Criterion of	adult	: Ad. FAO/Ask banner	Ouestion gui	Premit	: Mail for	: Manage		@

FIG. 5

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	<u>t</u>			A			Directory banner				4 4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	:		Successful bidder	m**0**t*@n**c**p**o*	y**m**n@n**e**c**	y**m**n@n**e**c**					
							Direct		 					bidding price	\$ 22,345	\$ 1,718	\$ 13,500			•		
							Sponsor link		0 0 1 0 1 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0					date of service start	2002-12-18	2002-12-17	2002-12-17	search	O no		All rights Reserved.	
,	ł										uded.			rank	1	2			confirmation (Солр. /	
							Question guide		ad.info>keyword shop> keyword bidding board	ee i	-bidding price is for monthly contract, and VAT is not included.			keyword good	question guide	question guide	keyword banner	Keyword v]	con		Copyright © NHN Corp. All rights Reserved.	
	<u>.</u>	(な Q				Keyword banner	·	word shop> keyr	· About successful bid price board	monthly contrac	ccessful bid price notice board		keyword	adult goods	adult	cell phone	Key				
	oft Internet Explore	ć			6 £		Кеужо		Naver> ad.info>key	About success	bidding price is for	Successful bid		# of bidding.	KS20021212018	KS20021211010	KS20021211002					
	Street Explorer Street Explorer			Naver(N) •	®NAVEI	Keyword shop			: Ask keyword ad.	: keyword ad, area	Sponsor link Directory banner Cont system	: Rule of making ad.	Sponsor link	: Criterion of registering ad	adult	: Ad. FAO/Ask	<u>Danner</u>	Sponsor link Premium keyword Keyword bidding	: Keyword bidding board	: Mail for asking ad.	: Manage keyword ad.	@

FIG. 11



	Directory banner	Keyword shop	↓ ton				1201)	Combo box contents	\sim 1202 $\overline{}$	\sim 1203	1204 Item info Recommended	~1205 items Menu	~1206	\sim 1207	\sim 1208			•
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					į			900	3				Ę						
	Sponsor link			should be input. shopping in 30 min. after putting key word in shopping basket.		·		Special feature: always providing service! Service/ we offer lucky goods whenever you play games 75 07-1714-K678 Seoul Komman on	Contact mus. Aum			KIRN	• example) http://www.naver.com						
			terria	- Ingli		- B	rvice	play fe				\Box		\prod					$\Box\Box$
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	Question guide		nter A	E E		About Home page	Special mileage service	vidin	9	(1)	0 character		N		find	$\ .\ $		\sqcap	
	nesti		Regis	ow va		Abou	ecial	S pro		y (No			$\ \ $				zip code		
			Naver > Ad. information > Key word shop > Register Ad. material	thg k			S	ecial feature: always providing servi e offer lucky goods whenever you p		Mariah Carey (No.1)				2					
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Keyword shop			: Ask keyword ad.	keyword ad. area keyword banner Question guide Sponsor link	Directory banner	: Cont system	banner banning au.	Opestion guide Sponsor link	: Criterion of registering ad.	adult	: Ad. FAO/Ask	Ouestion guide Sponsor link	Keyword bidding	Keyword bidding board	: Manage keyword ad.				

FIG. 13

		C.	~ top	
	Directory banner	Keyword shop		f Naver Plus Pro.
	Sponsor link			Keyword selected Puzzle (No. 1) Reyword selected Puzzle (No. 1)
	Question guide		> Result of Ad, registration us Pro)	30 min. after putting key word in shopping basket. lected Puzzle (No. 1) lucky puzzle - Special mileage service Special feature : always providing service! Service : we offer lucky goods whenever you play games \$\mathbb{x}\$ 02-1234-5678 Seoul Kangnam Gu title and contents of description can be modified by Ad. Registration Correction
	Keyword banner		Naver > Ad. Info. >Key word shop > Result of Ad, registration	Keyword selected Puzzle (No. 1) Keyword selected Puzzle (No. 1) lucky puzzle - Special mileage service Special feature : always providing service: Service : we offer lucky goods whenever you play The following goods when
Keyword shop			: Ask keyword ad. : keyword ad. =	